ORDER

Orders Order / Rev: 685396 Alt Order #: 06154607 **Product Desc: CROSSROADS GPS WUSA** Estimate: 548 Flight Dates: 05/24/12 - 05/31/12 Primary AE: Aaron Ashe Original Date / Rev: 05/22/12 / 05/22/12 Sales Office: T-WAS Order Type: **Political** NAT Sales Region: Agency Crossroads Media/ POL Name: **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** EOM/EOC 88 Canal Center Plaza Suite 555 Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser **Crossroads GPS** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Ballot,IS-Issue/Non 00:15:00 **Order Separation:**

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount			
04/30/12	05/27/12	3	\$6,600.00	\$5,610.00			
05/28/12	05/31/12	5	\$9,200.00	\$7,820.00			

P-5

AGY, GEN, POL

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	3	\$6,600.00	\$5,610.00	7.20
June 2012	5	\$9,200.00	\$7,820.00	11.00
Totals	8	\$15,800.00	\$13,430.00	18.20

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$15,800.00
Market	100%	\$83 157 89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$19,957.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$29,105.26
WTTG	22%	\$18,294.74
WWPX	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 1 WUSA	05/25/12	05/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-11	35pF	1:00	1 \$4,000.00P-2	3.40 NM	1	\$4,000.00
9 NEWS	NOW@	11PM	•								
Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 05/2	21/12	05/27/12	F	1	\$4,000.00	3.40					
E 2 WUSA	05/28/12	05/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M	1:00	1 \$1,200.00P-3	2.30 NM	1	\$1,200.00

Print Date: 05/22/12 11:28:44 Page 2 of 2

Order / Rev:

685396

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates:

9 NEWS AT NOON

Start Date

Week: 05/28/12

End Date 06/03/12

Weekdays

Spots/Week

Rate

1 \$1,200.00

Rating

2.30

06154607

Product Desc:

05/24/12 - 05/31/12

Estimate:

CROSSROADS GPS

548

WUSA

Ln	Ch	Start	Е
	9 NEWS	AT NOON	1

Ln Ch Start End 9 NEWS AT NOON	Inventory Code Break	Start/End Time Days	Len Spots Ra	ate Pri	Rtg Type S	pots	Amount	
Start Date	Weekdays Spots/Week	Rate Rating \$1,200.00 2.30						
E 3 WUSA 05/24/12 05/24/12	2 9 News @ Noon CM 9 News @ Noon	12-1230PT (12:00 PM-12:30 PM)	1:00 1 \$1,20	0.00P-3	2.30 NM	1	\$1,200.00	
9 NEWS AT NOON								
Start Date	Weekdays Spots/Week	Rate Rating \$1,200.00 2.30						
E 4 WUSA 05/24/12 05/31/12	- ,	7-730pT	1:00 1 \$1,40	0.00P-3	1.50 NM	2	\$2,800.00	
	9 News Tonight 7p							
9 NEWS TONIGHT								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u> Rating						
Week: 05/21/12 05/27/12	T 1	\$1,400.00 1.50						
Week: 05/28/12 06/03/12	T 1	\$1,400.00 1.50						
E 5 WUSA 05/29/12 05/29/12	2 9 News @ 11p CM	M-Su 11-1135p -T	1:00 1 \$4,00	0.00P-2	3.40 NM	1	\$4,000.00	
	9 News @ 11p	·						
9 NEWS NOW @ 11PM	_ ,							
Start Date End Date	Weekdays Spots/Week	Rate Rating						
Week: 05/28/12 06/03/12	-T 1	\$4,000.00 3.40						
E 6 WUSA 05/29/12 05/29/12	2 9 News Tonight 7p CM	7-730p -T	1:00 1 \$1,40	0.00P-3	1.50 NM	1	\$1,400.00	
	9 News Tonight 7p							
9 NEWS TONIGHT					Į.			
Start Date End Date	Weekdays Spots/Week	Rate Rating			1			
Week: 05/28/12 06/03/12	-T 1	\$1,400.00 1.50						
E 7 WUSA 05/30/12 05/30/13	2 9 News @ Noon CM 9 News @ Noon	12-1230PW	1:00 1 \$1,20	0.00P-3	2.30 NM	1	\$1,200.00	

Totals

\$15,800.00

AGENCY CREDIT RISK !!! REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

Ď - NOELLE RAMSEY D/P REC# CROSSROADS MEDIA LLC WASHINGTON GPS HSZ ISS/CROSSROADS GPS CODE 58/CITY TAX CROSSROADS 17/RTG SVC AARON ASHE CO-OP KEY 10/BILL 16/BYR 9/AREA DATE MO-SU EST#548 64/ACON 4/SISP# 2/ADVERTISER# 14/ORDER TYPE 57/CO-OP TYPE 59/STATE TAX CARD 21/BILL WK. 1/AGENCY# 11/RATE 63/PCON 3/PROD# 20/EOS 5/REP# BIAS# WK-2 5 5 5 END DATE-MAY31/12 SUITE 66 CANAL CENTER PLAZA, 22314 *** ORIGINAL REV#0 *** 4 ALEXANDRIA, START DATE-MAY24/12 PARTIAL LINE/S • ADDRESS AGENCY LINE/S ORDER

FR: HILARY TO: LANCE REP:

5/22 **NEW ORDER** TTLS:15800 PLS CFM, THX! **** THIS IS A CASH IN ADVANCE SCHEDULE **** CON CM

CROSSROADS GPS

	Ŋ	\	
STS	CD	23/	
	NOI.	SC#	
	STATION	8	
RATE	SPOT	18/	
	SPT	_ /WK	
PLAN	PRICE	16/	
		PLAN	
	D E	14/	8 4 8
	rs s	787	11 24
	END	DATE	X ES
	BEGIN	DATE	AGENCY EST#
	M	 	
		PTRN LNT	1 2
	Ď		CODE
	NEND	H	R. O
	BEGIN	TIME TIME	TISE
			AGENCY ADVERTISER
		[U]	ACK 2
		DAYS	AGE
		8	
	REP	I'N#	
	BS	#1	

72 ADVERTISER CODE = PRODUCT CODE = 11 AGENCY

1100P-1135P

FRI

Н

60 05/25 05/25

\$4,000.00 Н

Н

SPOT/LIN

9 NEWS NOW @ 11PM 3.4 9 NEWS NOW @ 11PM CON COM1: PROGRAM RA35+

MAY22/12 10.39 *** WUSA-TV ***

FROM REP RPT. HARRIS

DELETE

ADD

NEK

REP HEADLINE# 6154607

REP HEADLINE# 6154607

MAY22/12 10.39 *** WUSA-TV *** REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

SPO'T	ч			н			N			н			п		•	4			_
STS CD																			15800.00
STATION CD SC#																	`	\	158
ST.																			TAL
RATE SPOT 18/	\$1,200.00			\$1,200.00			\$1,400.00			\$4,000.00			\$1,400.00		0	00.002,16			CONTRACT TOTAL
SPT	н			н			н			н			н		•	-			υ
PLAN PRICE 16/					_		حز	`		4			(S				ey.		
PLAN	C	2		حد م	>		څ					_				_			
SEC 14/																			
CLS																			
END	05/28			05/24			05/31			05/29			05/29		, n	05/50			
BEGIN	05/28			05/24			05/24			05/29			05/29		, ,	05/50			
LNTH	09			0 9			9			9			9			9			
PTRN I																			00.
闽	30E	Z	Z	30E	Z	Z	9 G	Ŧ	Ħ	1135P	1 1 PM	1 1 PM	40	F i	H .	406	Z	Z	\$9,200.00
z	1200N-1230P	NON	NOON	1200N-1230P	r NOON	AT NOON	700P-730P	NIG	NIG)P-11	® ∞	3) M	700P-730P	NIG		40621-NOOZI	NON	NON	\$
BEGIN	1200	MS AT	WS AT	1200	WS AT	WS AT	7001	WS TO	1.5 9 NEWS TONIGHT	1100P-	9 NEWS NOW	NS N	7001	9 NEWS TONIGHT	JI SM	170	9 NEWS AT NOON 2.3	WS A	JUN/12
		9 NEWS AT NOON	N E		9 NEWS	2.3 9 NEWS		9 NE	7.5 9.8 E		ο ε Ε	9 NEWS NOW @		9 NE	S S S		9 NE	9 N	
χs	z		M1:	Þ			Þ	 Σ		回		MI:	团		TM (a	 X	. TM	\$6,600.00
CD DAYS	MOM	PROGRAM	CON COM1:	THU	PROGRAM	RA35+ :	THU	PROGRAM	RA35+ :	TUE	PROGRAM RA35+	CON COM1:	TUE	PROGRAM RA35+	CON COMI:	MED	PROGRAM RA35+	CON COM1:	\$6,6
REP LN#	N	ር ር	ö	М	PA	2 0	4	PF	3 8	Ŋ	7 7	ö	φ	ዊ አ ፋ ላ	ŏ _'		PF	ช	12
BS ILN#																			MAY/12

CABL 0% WDCW 08 WDCA 08 35% WJLA 24% WRC WUSA 19% WTTG 22% MARKET TOTALS \$83,157

œ

TOTAL SPOTS

SVC- NSI DEMOS- RA35+*